[redacted]
to Mark
as intro
2/3/95

J. Maguire
D. Wilmerding
J. Schroer
R. Schindler

for this organization at noon luncheon tentatively planned for May 24 (Date to be confirmed).

Trade Relations will buy a Table of 10 seats.

- Should have local NY mgt attend.
- L&S & D Wilmerding are not available so we are both at the Chain Drug Convention with business appointments 5/

Larry.

GREATER NEW YORK COUNCILS

BOY SCOUTS OF AMERICA

1995 FOOD, BEVERAGE & TOBACCO

"GOOD SCOUT" AWARD LUNCHEON

[redacted] Note for Next year

* Jim Johnston - HONORED

TABLE of 10: Andy Schindler
+ 9 Nym people

(Budget for 1996)

4/26/95

Mark
Dave

Tom Trader says this is luncheon will be May 24 & Tom wants you to submit 3 names of people that could possibly go. Not finalized yet & may only have Mark attend.

Deb

Especially Prepared

for

James W. Johnston
Chairman & Chief Executive Officer
R.J. Reynolds Tobacco Worldwide

May 24

3 Names
1. Mark
2. Tony
3 Steve

MPM:ml
as of 7/26/94

(P:\SHARED\FOODBEVT\briefing pg 3)

ME only

TRADE Rel. W/Buy

51856 0012

Source: https://www.industrydocuments.ucsf.edu/docs/knhn0000

[illegible]
J. Maguire
D. Wilmeshire
J. Schrom
A. Schindler

J. Johnston agreed to be honoree for this organization at noon luncheon tentatively planned for MAY 2 (Date to be confirmed).

GREATER NEW YORK COUNCILS

BOY SCOUTS OF AMERICA

Trade Relations will buy a table of 10 seats.

- Should have local NY mgt attend.
- LSS & D Wilmeshire are not available as we are both at the Chain Drug Convention with business appointment on 5/2

Larry.

Copy to Mark Young

As Intro Be Prepared

Dunn

1995 FOOD, BEVERAGE & TOBACCO

"GOOD SCOUT" AWARD LUNCHEON

Especially Prepared

for

James W. Johnston
Chairman & Chief Executive Officer
R.J. Reynolds Tobacco Worldwide

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Source: https://www.industrydocuments.ucsf.edu/docs/knhn0000

1995 FOOD, BEVERAGE & TOBACCO LUNCHEON

SUGGESTED GOALS

A. Attendance Goal: 300 persons

B. Financial Goal: $150,000 gross income

1. **UNDERWRITING** **GOAL: $25,000**

   a. This would cover all campaign expenses. Over 80% of all luncheons are underwritten by one company

2. **PACESETTERS, DISTINGUISHED CONTRIBUTORS, BENEFACTORS AND SPONSORS** **GOAL: $95,000**

   a. Pacesetter ($15,000), Distinguished Contributors ($10,000), Benefactors ($5,000 and Sponsors ($3,500) are offered the following:

      1. A specially located table;
      2. Listing in the printed program;
      3. Special introduction and presentation of a plaque at the Luncheon; and
      4. A dais seat at the Luncheon.

3. **TABLE/TICKET SALES** **GOAL: $40,000**

   a. Need to sell a total of 13 tables ($2,500) made up of both full table purchasers and individual ticket purchasers.

LUNCHEON GOAL: $160,000

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GREATER NEW YORK COUNCILS BOY SCOUTS OF AMERICA

1995 FOOD, BEVERAGE & TOBACCO LUNCHEON

FACT SHEET

** Chairman:*	*Dean Janeway* *President & Chief Operating Officer (Elect)* *Wakenfern Food Corporation*
** Food Honoree:*	*Richard Pallitto* *Assistant and Chief Executive Officer* *Key Food Stores Cooperative Inc.*
Beverage Honoree:	*John T. Magliocco* *Chairman* *Peerless Importers Inc.*
Tobacco Honoree:	*James W. Johnston* *Chairman & Chief Executive Officer* *R.J. Reynolds Tobacco Worldwide*

Levels of Giving:

Underwriter	*$25,000*
Pacesetter	*$15,000*
Distinguished Patron	*$10,000*
Benefactor	*$ 5,000*
Sponsor	*$ 3,500*
Table of ten	*$ 2,500*
Individual ticket	*$ 250*

Corporations and individuals who participate at the Sponsor Level and above are offered a select table location, recognition in the luncheon program, a commemorative plaque, and introduction at the luncheon.

* Currently awaiting final approval on involvment.

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1995 FOOD, BEVERAGE & TOBACCO INDUSTRY "GOOD SCOUT" AWARD LUNCHEON

GENERAL INFORMATION

A. **PURPOSE**: There are two major purposes for this event. First, it is an opportunity to the Food, Beverage & Tobacco Industry to recognize outstanding leader with the coveted "Good Scout Award." Second, it is an opportunity for the Industry to help over 113,000 Cub Scouts, Boy Scouts and Explorers by financially supporting the Greater New York Councils, Boy Scouts of America. The Greater New York Councils does not receive any funding from the United Way.

B. **HISTORY**: For nearly 40 years, the Greater New York Councils, Boy Scouts of America have conducted Luncheons to help fund the local Scouting program. Currently, 47 Industry, Borough and Tribute Luncheons fund 70% of the Councils' operating budget ($11.6 million). Our Luncheon programs are planned as a first-class events, well recognized both by other Boy Scout Councils in the country and by other fund raising organizations in New York City.

C. **PLAN**: First the Chairman and Honoree(s) are selected. The Chairman, assisted by a senior executive from his organization and by a Development Officer from the Boy Scouts of America, identifies, solicits and secure an adequate number of Co-Chairmen. Through this organization, a series of letters are written to secure the desired financial and attendance goals. Kick Off and Report Meetings may add to the enthusiasm for a successful event. Co-Chairmen and Honorary Co-Chairmen are provided the opportunity to join the Chairman and Honorees on the dais. The Underwriter ($150,000), Distinguished Contributors ($10,000), Benefactors ($5,000), and Sponsors ($3,000) are also recognized at the Luncheon with a special plaque.

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Source: https://www.industrydocuments.ucsf.edu/docs/knhn0000

FOOD, BEVERAGE & TOBACCO INDUSTRY LUNCHEON

THE "GOOD SCOUT" AWARD

The recipient of the "Good Scout" Award is nominated and selected by leaders in the Food, Beverage & Tobacco Industry for outstanding community service and for the respect and esteem in which he is held by their colleagues.

This recognition is accorded those who exemplify in their daily life the ideals of the Boy Scouts of America as expressed in the Scout Oath and Law.

SCOUT OATH

On my honor I will do my best to do my duty to God and my country, to obey the Scout Law; to help other people at all times; to keep myself physically strong, mentally awake and morally straight.

THE SCOUT LAW

A Scout is trustworthy, loyal, helpful, friendly, courteous, kind, obedient, cheerful, thrifty, brace, clean and reverent.

Source: https://www.industrydocuments.ucsf.edu/docs/knhn0000

GREATER NEW YORK COUNCILS

BOY SCOUTS OF AMERICA

1995 FOOD, BEVERAGE & TOBACCO

"GOOD SCOUT" AWARD LUNCHEON

Especially Prepared

for

James W. Johnston
Chairman & Chief Executive Officer
R.J. Reynolds Tobacco Worldwide

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